

**Shape
your future
START HERE >**

United States®
**Census
2020**

Jason T. Eastman, Ph.D.
Partnership Specialist
New York Regional Census Center

2020CENSUS.GOV

U.S. Census Bureau

Largest statistical agency in the U.S.

**Leading source of quality data about the nation's people, places
and economy conducting more than 130 Census Bureau Surveys
and Programs**

- Demographic Programs
 - Decennial Census
 - American Community Survey
 - Current Population Survey
 - American Housing Survey
- Economic Programs
 - Economic Census (Years ending in 2 & 7)
 - Census of Governments (Years ending in 2 & 7)

2020CENSUS.GOV

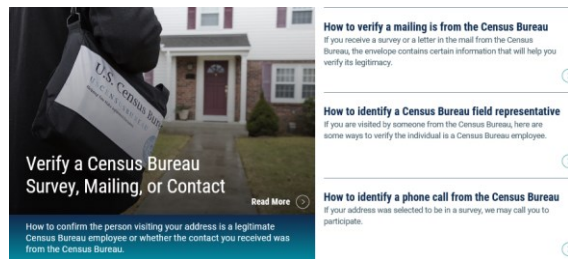
2

Shape
your future
START HERE >

United States®
**Census
2020**

Survey Awareness

- Are you in a Census Bureau Survey?
 - <https://census.gov/programs-surveys/surveyhelp.html>
- Address Canvassing – 2020 Census In Field Operation
 - Census Employees are working to update Census maps, using laptop computers in many communities across the country
 - August – October 2019
- Report Suspected Fraud to [1-800-923-8282](tel:1-800-923-8282)
 - You can also visit: <https://2020census.gov/en/avoiding-fraud.html>



3 2020CENSUS.GOV

Shape
your future
START HERE >United States
Census
2020

The 2020 Census

Count everyone once, only once and in the right place.

- Increasingly diverse and growing population
 - 330 million people
 - Over 140 million housing units
- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years ending in zero since 1790
- Representation and Funding

The Census is Safe, Easy, & Important!

2020CENSUS.GOV

4

Shape
your future
START HERE >United States
Census
2020

2020 Census – It Is Important

- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines the annual allocation of **\$675 billion dollars in federal funding**
- Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, S-CHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes

Provides population benchmarks for nearly every other United States survey

2020CENSUS.GOV

5

Shape
your future
START HERE >

United States
Census
2020

2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a serious federal crime. **Violators are subject to** severe penalties, including a federal prison sentence of up to **five years, a fine of up to \$250,000, or both.**

2020CENSUS.GOV

6

Shape
your future
START HERE >

United States
Census
2020

Cybersecurity—Your Data Are Safe and Secure



Cybersecurity Focus

- From the beginning when a respondent answers to the end when the data products are released, data are encrypted, safe, and secure.
- Follow industry best practices to protect our networks from external threats and secure data inside the network.
- Advanced ability to continually identify, protect, detect, respond, and recover from possible cyber threats.
- Continuously improve our security posture.

7 2020CENSUS.GOV

Shape
your future
START HERE >

United States
Census
2020

2020 Census – It Is Easy

- Four ways to respond in 2020
 - Online
 - Phone
 - Paper
 - Personal Visit by Census Employee
- Name, age, DOB, race and origin, Hispanic origin, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)

We will never ask for:

- Your full social security number.
- Money or donations.
- Anything on behalf of a political party.
- Your full bank or credit card account numbers.

2020CENSUS.GOV

8

Shape
your future
START HERE >

United States
Census
2020

Language Support

LANGUAGE SUPPORT ONLINE, BY PHONE, BY MAIL, AS WELL AS ADVERTISING

12 languages (in addition to English):

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

99%

English plus these 12 languages cover 99% of all U.S. households.



2020CENSUS.GOV

9

Shape
your future
START HERE >

United States
Census
2020

Overview of Non-English Language Support

Internet Self-Response	Census Questionnaire Assistance	Language Guides (Video and Print) Language Glossaries Language Identification Card					Paper Questionnaire & Mailing Materials
12 Non-English Languages	12 Non-English Languages	59 Non-English Languages					Spanish
Respondents will be able to toggle between the languages within the instrument.	There is a separate phone number for each language. This information is included in the mailing materials.	Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <i>Language listed below are in order of need (top to bottom, left to right).</i>					Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts. Mailings will include instructions on responding via Internet or phone in 12 non-English languages.
Spanish Chinese Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese	Spanish Chinese (Mandarin and Cantonese) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese	Spanish Chinese Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese	Italian Farsi German Armenian Hindi Ukrainian Bengali Greek Amharic Somali Thai Gujarati	Khmer Nepali Urdu Romanian Telugu Burmese Punjabi Lao Hmong Albanian Turkish Bosnian	Tamil Navajo Hungarian Hebrew Malayalam Swahili Yiddish Indonesian Serbian Tigrinya Ilocano Dutch	Croatian Bulgarian Twi Lithuanian Yoruba Czech Igbo Marathi Sinhala Slovak American Sign Language	During Nonresponse Followup enumerators use: • A bilingual handheld instrument (English/Spanish) • Bilingual materials (English/Spanish) • Instructions to respond online or by phone in 12 non-English languages • Language Identification Card

2020CENSUS.GOV

10

Shape
your future
START HERE >

United States
Census
2020

How the 2020 Census will invite everyone to respond



WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

Every household will have the option of responding online, by phone, or by mail.

Every household that hasn't already responded will receive reminders and a paper questionnaire.



11 2020CENSUS.GOV

Shape
your future
START HERE >

United States
Census
2020

The Census is Safe, Easy, & Important!



Two ways you can help today as a trusted voice in the community.

- 1) Sharing the message that the Census is Safe, Easy, & Important
- 2) Promoting our 2020 Census Jobs!
<https://2020census.gov/jobs>

12 2020CENSUS.GOV

Shape
your future
START HERE >

United States
Census
2020

2020 Census Jobs

Earn extra income while helping your community.

Positions

Enumerators
Recruiting Assistants
Census Field Supervisors
Office Operations Supervisor

Apply now at <https://2020census.gov/jobs>

There are a limited number of office manager positions remaining in our field offices. Interested applicants should apply through www.USAJobs.gov

2020 New York Recruiting
Goal: 169,000



13 2020CENSUS.GOV

Shape
your future
START HERE >

United States
**Census
2020**

Key Milestones for the 2020 Census

- August 2019 – New Statistics in Schools classroom activities available online www.census.gov/schools
- January 2020 – Advertising campaign begins
- March 2020 – Group Quarters (GQ) Enumeration begins
 - Includes college dormitories, prisons, nursing homes, service-based locations (homeless shelters, soup kitchens, mobile food vans) and homeless count
- **Mid-March 2020** – Public can begin responding online at www.2020census.gov
 - Replying by mail or phone will also be an option
- April 1, 2020 – Census Day
- Mid-May 2020 – July 2020 – Census takers go door to door
- December 31, 2020 – Tabulate Data and Release Census Results

2020CENSUS.GOV

14

Shape
your future
START HERE >

United States
**Census
2020**

Complete Count Committee

What is a Complete Count Committee?

A group of government and community leaders who come together to raise awareness about the 2020 Census and motivate their community members to respond.

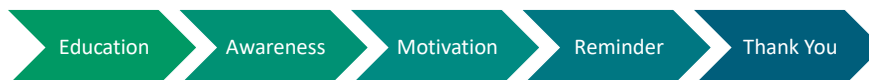
Who should be on the Complete Count Committee?

Elected leaders, school department, libraries, workforce development, immigrant organizations, faith-based leaders, senior services, community development and housing, community-based organizations, veterans services, higher education, business, media (not an exhaustive list).

How do we get started?

Appoint a chair; identify the individuals/groups to include; plan a kick-off meeting; form subcommittees to be dedicated to specific areas of need.

The 2020 Census Phases



Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.

- Education Phase – 2018 - 2019
- Awareness Phase – January – February 2020
- Motivation Phase – March – May 2020
- Reminder Phase – May – July 2020
- Thank You Phase – Starts July 2020

Next Steps

How WE support Partners

- Promotional Materials
 - Flyers (general and targeted)
 - Posters
 - In-language
- Content
 - Sample message for email or blog
 - Drop in articles
 - Social media content and links
 - Graphics
- www.census.gov/partners/2020-materials
- Partnership presence
- Connecting Partners with other partners

What YOU can do now!

- Share job recruitment information
- Start the Census conversation
 - Safe, Easy & Important**
- Become a partner
- Start or join a Complete Count Committee (CCC)
- Identify opportunities to include Census messaging, materials, or invite Census staff to your event

2020CENSUS.GOV

17

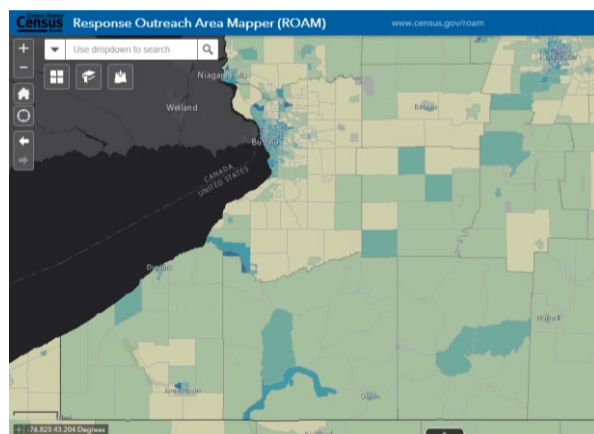
 Shape
your future
START HERE >

 United States
Census
2020

Response Outreach Area Mapper (ROAM)

www.census.gov/roam

- Developed to identify hard-to-survey areas
- Provides a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates
- Low Response Score (LRS) is a metric to predict the percentage of households who will not self-respond to the Decennial Census
- Darker census tracts are harder to survey than lighter census tracts



2020CENSUS.GOV

18

 Shape
your future
START HERE >

 United States
Census
2020

Response Outreach Area Mapper (ROAM)

Census Tract 171
Erie County, New York

Low Response Score (%): 31.9

ACS Self-Response Rate: 40.5
Total Population: 5,070
Median Household Income (\$): 24,345
Median Age: 27.1
Population Under 5 (%): 10.16
Population 18-24 (%): 11.16
Population 65 and Over (%): 7.73
Persons Below Poverty Level (%): 55.80
Children Under 18 Living in Poverty (%): 76.66
School Enrolled Children Age 3 and 4 (%):
Not High School Graduate (%): 30.74
No Health Insurance Under 19 (%): 4.09
No Health Insurance Age 19-64 (%): 8.63
No Health Insurance Age 65 and Over (%): 2.98

Non-Hispanic, Black (%): 31.83

Non-Hispanic, White (%): 24.08

Hispanic (%): 24.97

American Indian or Alaska Native (%): 0.43

Asian (%): 12.17

Native Hawaiian or Other Pacific Islander (%): 0.49

Some Other Race (%): 0.00

Foreign Born (%): 29.19

No One in Household Age 14+ Speaks English "Very Well" (%): 19.87

Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 11.57

Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00

Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.00

Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00

Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00

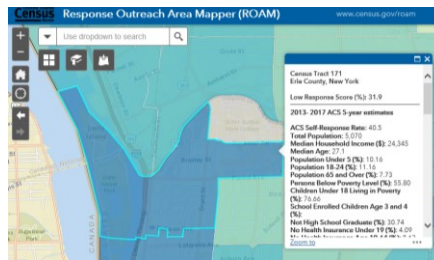
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.00

Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.88

Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.00

2020CENSUS.GOV

24



Total Housing Units: 1,881
Total Occupied Housing Units: 1,485
Renter Occupied Housing Units (%): 64.78
Married Couple Households with Child Under 18 (%): 73.02
Family Occupied Housing Units with Related Children Under 6 (%): 36.18
Population 1+ Who Moved From Another Residence Within the Last Year (%): 18.13
Vacant Housing Units (%): 21.05
Multi-Unit (10+) Housing (%): 2.18
Households with No Computing Device (%): 17.17
Households with Computer (%): 58.32
Households with Only Smartphone (%): 9.56
Households with No Internet Access (%): 21.08
Households with Broadband Internet Access (%): 45.86
Population with No Computing Device (%): 10.43
Population with Broadband Internet and Computing Device (%): 56.76

FCC Residential High-Speed Connection Over 200 kbps: 401 to 600 connections
FCC Residential High-Speed Connection at least 10 Mbps downstream and 1 Mbps upstream: 401 to 600 connections

2020 Census Audience Segment Category: Multicultural Mosaic

Shape
your future
START HERE >

United States
Census
2020

Data Dissemination Program

- Free Resource to YOU
- Opportunities to teach the public how to access our data
 - Data Presentations
 - Data Access Workshops and Training Sessions
 - Webinars
 - Data and Survey Inquiries
- All tools and data available at www.census.gov
 - American FactFinder
 - Census Business Builder
 - My Congressional District
 - OnTheMap

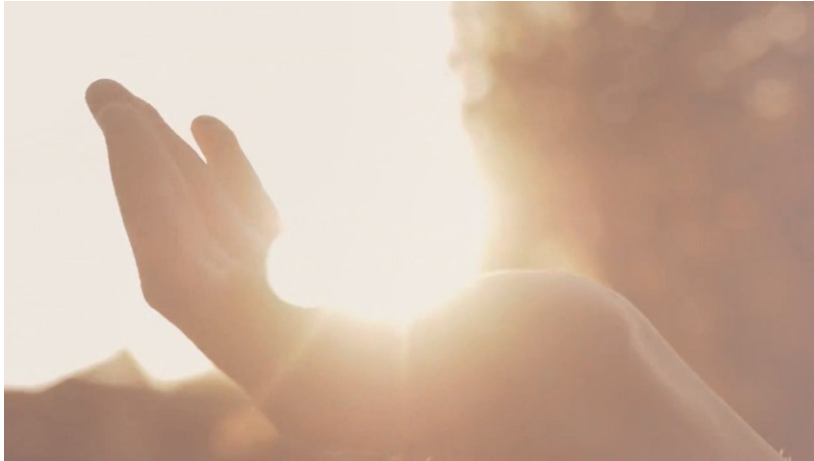
Subscribe and learn more:
www.census.gov/academy

2020CENSUS.GOV

25

Shape
your future
START HERE >

United States
Census
2020



<https://www.youtube.com/watch?v=LXJz7ZfzAuM>

26 2020CENSUS.GOV

Shape
your future
START HERE >

United States
Census
2020

Connect With Us

www.2020census.gov



facebook.com/uscensusbureau



twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



instagram.com/uscensusbureau

2020CENSUS.GOV

27

Shape
your future
START HERE >

United States
Census
2020

Contact Us

Jason T. Eastman

Partnership Program

Phone: (716) 861-1283

Email: jason.t.eastman@2020census.gov

Website: <https://www.census.gov/partners/2020.html>

Census Jobs

Field & Office Job Opportunities

Website: www.2020census.gov/jobs

Office Managerial Job Opportunities

Website: www.usajobs.gov

Website: www.census.gov/about/regions/new-york/jobs.html

Data Dissemination Program

Email: census.askdata@census.gov

Phone: 1-844-ASK-DATA

Website: www.census.gov/data/training-workshops.html

2020CENSUS.GOV

28

Shape
your future
START HERE >

United States
Census
2020